

Sports Illustrated

SPECIAL ISSUE TWO DOLLARS

A YEAR IN SPORTS



Come to Marlboro Country.



Marlboro Red and Marlboro 100's
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Warning: The Surgeon General Has Determined
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Kings: 18 mg. "tar," 1.1 mg. nicotine—
100's: 17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr. 76

**There's a signal in the air
that lets the broadcaster control the color.**

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Our set is General Electric. The signal is called V.I.R. And both are remarkable. Many TV programs are now transmitted with this special V.I.R. signal. Advanced computer-like circuitry, in selected GE color models, uses this V.I.R. signal to give you color and tint adjusted by the broadcasters themselves. 60 times every second. Continuously. Automatically. This means you won't have to fiddle with color control settings, because General Electric's V.I.R. system makes these adjustments for you. All you have to do is sit back and enjoy broadcast controlled color.

We invite you to see a demonstration at your GE dealer. Look for the V.I.R. light on a General Electric set. It tells you the V.I.R. signal is being sent and being received by the GE set. Then watch the GE set automatically adjust the color in the picture. You've got to see it to believe it.

V.I.R. Broadcast
Controlled Color.
GE has it. Now.



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GENERAL  ELECTRIC

SPECIAL ISSUE: A YEAR IN SPORTS

A sports year is unlike any other. It has a calendar all of its own and a lot more than just four seasons. Boxing, football, tennis, hockey, baseball, horse racing, basketball and golf filled the most recent 12 months of sport with dazzling moments and dramatic performances. The heroes—and heroines—and their feats are depicted in sport-by-sport sections in this issue. Quadrennially, sport also has a special year in which athletes do more than leap. The Olympics include events ranging from archery to yachting. The best of the action from the Games in Montreal and Innsbruck starts off this year in review.

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"Valvoline won me over!"

"I picked up a Valvoline booklet the other day that showed me how to change my own oil. And believe it or not, it was as easy as they said... I even saved myself some money!"

People were turning to Valvoline for lubrication and protection even before America had cars. In fact, Valvoline has been winning the world over since 1866.

With winning performances from the international racing circuits to the inter-

state highways, and everywhere in between. It's Valvoline. With unbeaten engine protection for whatever you drive, wherever you drive it. Millions of people prove it everyday. Valvoline® Motor Oil is winning them over. With quality.

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Chances are, a family is more apt to be affected by the calamity on the right.

What happened on the right?

You couldn't tell if you were just driving by. The owner died before the mortgage was paid. Many people aren't protected against this disaster.

But your Allstate Agent has life insurance to

help pay off the mortgage and give your family a debt-free home if you die. The cost? Low, considering what your family is getting.

The calamity on the left? We can insure you against that, too, with Allstate Homeowners Insurance.

See your Allstate Agent

for the Home Protection Portfolio. Because your family needs both kinds of insurance.

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You're in good hands.

Important news: Allstate now offers a 10% discount on Homeowners Insurance in most states for any house five years old or less.





THE OLYMPICS

Completing an unprecedented Olympic double,
Alberto Juantorena of Cuba beats Fred Newhouse
in the 400 at Montreal. He also won the 800.

THE SUMMER GAMES

Almost as soon as the Games began, Nadia Comaneci got the first perfect score of 10 in Olympic gymnastics. From then on, other athletes seemed intent on matching her. In swimming, the U.S. men came close, taking 12 of 13 events, as did East Germany's women, who won 11 of 13. All told, the little GDR took 90 medals, only four fewer than the U.S. And it briefly appeared that the American boxers, astutely coached by Pat Nappi and Tom Johnson, might clobber everyone. They won five firsts.



U.S. boxers like Sugar Ray Leonard had a corner on coaching



Bruce Jenner vaulted to a world record in the decathlon



John Naber swam to four U.S. golds



America's Mary Tauskey, Bruce Davidson, John Plumb, Edmund Coffin deftly horse around

Romania's Comaneci was right on the beam, where she won one of her three gold medals





East Germany's soccer team got a real big kick out of winning.



Finn Lasse Viren won 5,000 and 10,000, was fifth in marathon.



Sailing, Sailing, over the not-so-bounding waters of Lake Ontario.



A downpour caused high-jump favorite Dwight Stones' downfall



The U.S.S.R.'s Nell Kim won the two golds that Comaneci did not



They bowed to no one: U.S. champs Lucynn Ryon and Darrell Pace



Hugging 400 hurdlers Edwin Moses (943) and Mike Shane were 1-2

Newhouse, Benny Brown, Mable Parks, Herman Frazier (gripping top of baton) all had a hand in the 4x400 win





Ellen Streidt joyously welcomes Christina Brehmer as the 4x400 provided one of the East German women's 25 golds

U.S. women exult in their only swim win: the freestyle relay



Soaring back from the '72 debacle: America dominated basketball





AMERICAN EAGLE RADIAL

The American



Eagle is born.

Goodyear is proud to announce the introduction of a tire uniquely suited to the demands of our country's roads and drivers: The Goodyear American Eagle Radial.

The American Eagle Radial is as revolutionary today as our first rayon cord tire was in 1938 and our Polyglas in 1967 and the Polysteel Radial when introduced in 1974.

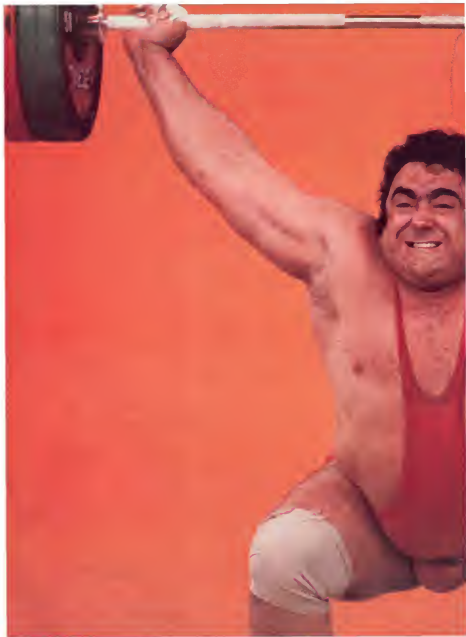
What makes the Goodyear American Eagle Radial the tire for today is belts of Flexten cord, instead of steel. Flexten is made from a flexible, man-made aramid fiber that, pound for pound, is stronger than steel. Flexten makes the Goodyear American Eagle Radial a strong, smooth-riding tire that's tough and versatile enough to handle America's roads: everything from freeways to dirt roads to stop-and-go city traffic.

The Goodyear American Eagle: the All-American kind of radial... born for every road in America.



GOODYEAR

American Eagle® - The Goodyear Tire & Rubber Co.





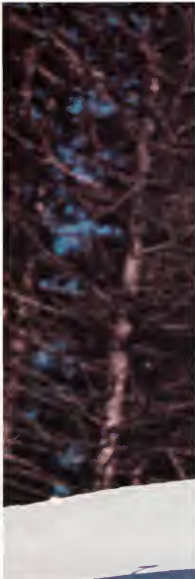
The U.S.S.R.'s supposedly superannuated, 345-pound superheavy Vasily Alexeyev, 34, lifted a total of 970 pounds to successfully defend his Olympic title.

THE WINTER GAMES

Innsbruck's Olympics were short on pomp and fancy facilities, but long on breathtaking venues and competition. No moment better exemplified the spirit of these Games than the downhill run of Austrian skier Franz Klammer. Trailing by .19 of a second halfway down the slope, he held his racing tuck through a treacherous jump-dip called the Compression, then almost fell as he careened through a savage turn named Johannesweg. Miraculously, he stayed upright to win the gold medal.



Bill Koch netted a surprising silver for the U.S. in the 30 km





Klammer caused a clamor—and took the men's downhill—with a fearless 1:45.73 clocking on his triumphant run.

TOUGH CHOICE

For 1977, Toyota makes five of the toughest, most durable trucks around. All are built with a rugged, welded-steel frame that makes them strong enough to carry up to 11,000 pound payloads.

Talk about power. Every 77 Toyota truck comes with the revolutionary 20R power plant—our 2.2 liter overhead cam engine with the biggest displacement and torque in its class. Combined with our durable 5-speed manual transmission (standard on SR-5 and Standard Bed Deluxe models), you get a performance story that's tough to beat.



Talk about tops in its class. The big news for 77 is that Toyota trucks give you the best EPA gas mileage ratings in their class. For example, in 1977 EPA tests the Long Bed Deluxe model, with 4-speed manual transmission, and all Toyota trucks with 5-speed manual transmissions, got 34 mpg highway, 24 mpg city. These mileage figures are estimates. The actual mileage you get will vary depending on your driving habits and your truck's condition and equipment. A and EPA designated high altitude ratings will be lower.

Talk about a tough choice. For 77 we've got the widest selection of trucks in our class including our newest entry, the Half-Ton Standard Bed. Toyota's lowest priced truck. All have cabs with lots of head, shoulder, and hip room. Take your pick: Standard Bed, Long Beds, Sport Trucks—5-speed, 4-speed, and 3-speed automatics—highest torque, best mileage, big cabs, we've got 'em all. That's why we say, if you can find a better buy than a Toyota, we'll give it to you.



YOU GOT IT.



TOYOTA TRUCKS



U.S. Speed Skater Sheila Young won a medal of each metal.



For Kori Mittermaier there were two soiling golds and roses.

The biathlon, in which the Soviet Union swept both the individual and relay gold medals, was an event unsuited for hotshots.





The \$51-million bobsled-luge run, the only major new facility at Innsbruck, has a refrigerated track and a dazzling view of the Alps.



THE SUPERSTAR

Outperforming them all, for you the retailers of America, in the biggest continuing program of network TV sports sponsorships in fiber marketing history. Last year, telecasting over two and a half billion selling messages in the big events your customers were watching: THE WINTER OLYMPICS, THE SUMMER OLYMPICS, THE NFC PLAYOFFS AND CHAMPIONSHIPS, THE SUGAR BOWL, THE COTTON BOWL.

Cotton pledges continuance to make this seal the Nation's most recognized symbol of product performance and satisfaction. Coming up: THE NBA PLAYOFFS AND CHAMPIONSHIPS, THE JACK NICKLAUS MEMORIAL GOLF TOURNAMENT, THE ALAN KING TENNIS CLASSIC, THE BELMONT STAKES, NFL PRO FOOTBALL, NCAA COLLEGE FOOTBALL. Cotton's comfort will bring satisfied customers back all through 1977.

GO WITH THE WINNER



The more **cotton** the better

COTTON INCORPORATED

1370 AVE. OF THE AMERICAS, NEW YORK, N.Y. 10019 • LOS ANGELES • BALDWIN • DALLAS

SEARS CENTRAL AIR CONDITIONING: IT'S A WHOLE LOT MORE THAN JUST GOOD EQUIPMENT.



IT'S US, TOO.

The Sears Air Men (and women, too!). 10,000 strong. Trained professionals whose work is the planning, installation, and maintenance of residential central air conditioning. We're good at what we do. Very good.

First, since central air conditioning is normally installed in an existing forced-air heating system, we'll make a thorough study of your heating plant, including the electrical system, size and location of ducts and registers, and blower capacity. We'll measure your house, taking into account the style of your home, type of construction, and insulation. We'll check the size, number, and location of doors and windows; the direction

your home faces, even attic ventilation.

If all of this sounds like a lot of work, that's because it is! But it's the only way we can be sure your home gets the effective, efficient cooling that's built into every Sears system.

When you're ready for the comfort and enjoyment of properly designed and installed central air conditioning, call or come see us—the Air Men at your nearby Sears store.

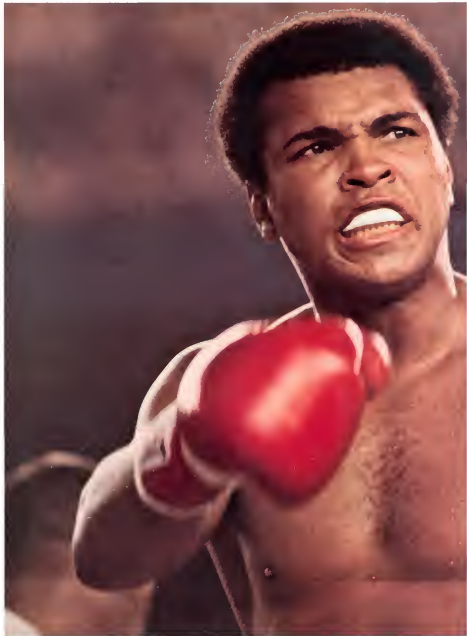
Available at most larger Sears, Roebuck and Co. stores, and in the catalog.



© Sears, Roebuck and Co. 1977



Demure Dorothy Hamill cut such a pleasing figure on the ice that she won a gold medal and her hairstyle became all the rage.





BOXING

An uncharacteristically grim and taciturn Muhammad Ali was far less than the greatest while rallying to win a controversial decision over Ken Norton in Yankee Stadium

ALI'S RALLY

Except for a bout during which an out-of-shape Ali looked pathetic against a cutie named Jimmy Young, most of the champ's year was a lucrative laughter. He made millions knocking off a pussycat called the Lion of Flanders, getting a few kicks from a Japanese wrassler and doing in someone named Dunn. Then came the rematch with Norton, who built a big lead in the early rounds. But the champ came back to tie the fight after 14. In the opinion of the judges, Ali won the 15th. The crowd boomed.



Norton was pained by the decision, not by Ali's punches.



Ex-champ Joe Frazier got up after being dropped by George Foreman, but he sat down for good, retiring after losing by a TKO.

People invest for one reason: to make money.

The three key factors in making money are

- premier quality investment advice
- order executions that save you money
- investing through a financially
dependable firm

For seventy-three years, E. F. Hutton has
been helping people make money.

**When E.F. Hutton talks,
people listen.**

Charles Schulz:
"You've got to take some time off
from the kids and beagles."



Charles Schulz is, of course, the creator of Peanuts. He has drawn every stroke of every strip, alone, for 26 years. He manages to make time for golf, at which he excels (10 times invited to the Bing Crosby Tournament), a lot of tennis and ice hockey.

Q. Golf and tennis and ice hockey. Aren't you worried about hurting that good drawing hand?

A. Only until the game starts. After that I forget to worry. Actually, I broke a bone in my foot playing tennis last year and I was in a cast for 6 weeks. It gave me 6 weeks of ideas for Snoopy.

Q. You play a superb game of golf. How'd you get so good?

A. I started as a teen-ager and played almost every day. It was the same with ice hockey. I suppose that's really the only way to develop all the skills of a game, large and small.

Q. But tennis came later in life?

A. Yes, I only began serious tennis in recent years and it came as sort of a shock to realize the limits of a late start.

Q. What are the limits of a late start?

A. Even with dedication, lessons, and the best equipment, I'll never

be the player I'd like to be. There'll always be lots of players on the courts better than I.

Q. And that is a serious blow to the pride, one that discourages many people. What was your reaction?

A. A change of attitude. I've learned to play tennis for the enjoyment and the recreation of it, to live within my age bracket, and let the wins fall where they may.

Q. Now that's probably the toughest lesson of all in sports, isn't it? Kind of makes you appreciate Charlie Brown more.

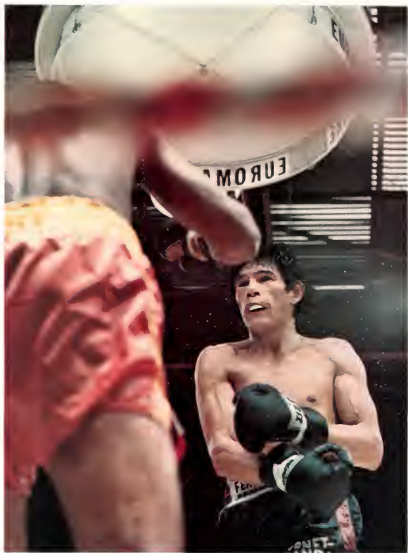
A. Well, I'm not sure I'm all that resigned.

Q. How about Snoopy? Does he have any tips for us on recreation?

A. Yes. Never jog on a golf course. You might run into a string of double bogeys.

This is one in a series of messages brought to you by AMF. We make Vex Balls, Head Sks, Tennis Rackets and Sports Wear, Skamper Trailers, Roadmaster Bicycles, AMF Bowling Products, Slickcraft Boats, Sunfish Sailboats, Hatteras Yachts, Crestliner Boats, Ben Hogan Golf Equipment, Harley-Davidson Motorcycles.





Carlos Monzon gained sole possession of the middleweight title and ran his unbeaten streak to 81 by defeating Rodrigo Valdes



The 1977 Cadillac.
You must drive it to see why we call it
the next generation of the luxury car.

At your Cadillac dealer's now.





15 power choices, 2 to 200 hp—the world's most powerful outboard.

Fishing, cruising, water skiing or just plain relaxing afloat, outboard boating's fun opportunities have never been better. If you're into boating, you know if you're not, look into what could be a wonderful lifestyle—for life. And we can help you make it happen—with the best motors we've ever made. In quality Economy Performance.

QUALITY it's a way of life at Johnson. One of every 14 manufacturing em-

ployees is a quality control inspector. Every outboard is tank-tested before it's shipped. Little wonder you'll find Johnson® outboards worldwide, wherever you find boaters. They work so well so long many Johnsons over 20 years old are still in active use.

ECONOMY it's part of our 55-year marine tradition. You'll notice it in our compact, lightweight designs, in our many refinements in fuel economy. And when you trade your Johnson, you'll find Johnsons have a surprisingly

high resale value, even after years of use.

PERFORMANCE it's an outgrowth of our continuous product innovation. Experience our sure, fast starts—every Johnson 4 hp and up has our MagFlash® breakerless CD electronic ignition. Look at our longevity under the toughest fresh and salt water conditions—every Johnson is built to resist corrosion inside and out. We think you won't find better outboards. For free catalog, write Johnson Outboards, 2736 Sea-Horse Drive, Waukegan, IL 60085.



Start at your Johnson dealer...and his ALL-FAMILY BOAT SHOW.™

Starting now through March, most Johnson dealers will be holding their Johnson All-Family Boat Show—the best place to see all that's new in boats, accessories and Johnson outboards. Look for their local announcements of dates. And when you visit, ask participating dealers about Johnson's national contest.

There are more than 2,500 Johnson dealers coast to coast ready to serve you—



with advice on boats and boating...with parts and service to make your boating pleasurable year after year.

**The world runs more
Johnsons than any other
outboard.**

First in Dependability

Johnson
OUTBOARDS

JOHNSON OUTBOARD MARINE CORPORATION



FOOTBALL



in the stormiest game of the season, the Steelers plowed over the Bengals 7-3 to keep alive a winning streak that eventually stretched to nine straight.



THE PROS

In all but one respect, it was a typical season for the Raiders. As in nine of the past 10 years, Oakland won its division, relying mainly on Ken Stabler's passes to Fred Biletnikoff, Clifford Branch and Dave Casper. The big change for the Raiders came in the playoffs, where they had flopped nine times. After beating the Patriots 24-21, Coach John Madden found his next foes stressing pass defense. So the Raiders ran—past the Steelers 24-7 for the AFC title and the Vikings 32-14 in the Super Bowl.



Nothing gladdened Madden more than the Super Bowl win.



Clarence Davis had most frequently run like Ais, but his 191 yards in two games hit Pittsburgh and Minnesota where it hurts



The Raider defense put the collar on Fran Tarkenton



Stabler's 66.7 completion percentage was best since 1945



Despite Raider ruining, Stetnikoff had 15 playoff catches. Three of them set up Super Bowl TDs, making him the game's MVP



A smooth touch.
A mellow reward.
I.W. Harper
bourbon is
famous in more
than eighty
countries around
the world...
including
America.

*It's always
a pleasure.*



© 1978 I.W. Harper Distilling Co., Louisville, Ky

I.W. HARPER

A famous American in Australia and around the world.

Sears RoadHandler. Better after 40,000 miles than Federal standards say a new tire has to be.

"Proof of Performance" facts about Sears best Steel-Belted Radial, the tire that ran the route of the Pony Express.

With 40,000 miles of relentless day and night driving already behind them, four Sears RoadHandlers set out to tame the rugged 2,000 mile route of the old Pony Express.



The warm-up over, we put them to the real test: Department of Transportation Federal Motor Vehicle Safety Standard 109 for new tires.

Results? Sears RoadHandlers exceeded every government requirement, e.g. for strength, heat resistance and bead unseating (keeping the tire on the rim in hard turns).

Even when subjected to X-ray examination of the complete tire, these RoadHandlers showed no failure of any kind anywhere.

No wonder they're Sears best Steel-Belted Radial.



15% better wet cornering than Sears original Steel-Belted Radial.

A new wet cornering traction record for Sears tires! Under carefully controlled laboratory conditions at Calspan Tire Research Facility, Sears RoadHandler beat

(by an impressive 15%) the original Sears Steel-Belted Radial that beat the Baja.

Two more facts: 12.5% more rubber meets the road for quicker, safer stops. And more water is channeled along 5 tread grooves instead of 4 to help prevent hydroplaning (skidding on the thin film of water between a rainy road and the tire's surface).



"Straight talk, good values and satisfaction."

SEARS ROEBUCK AND CO. 1977.



With runs reminiscent of Gale Sayers', Walter turned Chicago into Payton Place by finishing second to O.J. Simpson in rushing

"The room was clean. The TV worked. Everything worked. Amazing!"

George J. Franklin III
Business Insurance Consultant



"I think there is something beautiful in things doing what they are supposed to do. It doesn't happen enough these days. That's why I say Holiday Inns are amazing.

"At Holiday Inn," everything works. The lights go on and off, the TV set works like a charm, the climate control does a remarkable thing, it actually controls the climate in my room.

"It's got something to do with those 152 standards at every Holiday Inn" that make sure you get a room that's clean and comfortable, and a good restaurant. And when you travel as much as I do, you come to really appreciate and count on Holiday Inn." Every time! That's

the big thing about Holiday Inns

"I know that the American Express card is always welcome, too. Like they say in the ads, I never leave home without it. (If you don't have one there's an application in every room.)

"Needless to say, I'm a big Holiday Inn fan. When you travel as much as I do, you really need a place you can count on after a tough day on the road. Holiday Inn, you just keep on not surprising me."



**At every Holiday Inn,
the best surprise is
no surprise.**



O.J. became resigned to Buffalo, but Coach Lou Saban quit.



The ribbing that the Colts gave Franco Harris was no joke.



With youthful stars like Defensive Rookie of the Year Mike Haynes, the unfatiguing Patriots made their first playoffs since 1965.



Quarterback Bert Jones took the measure of Colt opponents, leading his team to a 11-5 record and becoming the league's MVP

The ColorTrak System. Could it be the best 25" color TV ever made?

(DIAGONAL)

Over three years ago, RCA set about designing a new generation in color television.

The result was ColorTrak, a remarkable television system that actually grabs the color signal, aligns it, defines it, sharpens it, tones it, and locks the color on track.

Here's how it all works.

Automatic Color Control works to keep colors consistent.

Color variations can occur when the program changes, when a commercial comes on, and when you switch channels.



But ColorTrak's Automatic Color Control constantly monitors the color and actually adjusts it for you when changes occur. So you get a consistent, quality picture.

A light sensor adjusts for changes in room light to keep your picture beautiful.

ColorTrak's picture automatically brightens in a well-lit room, darkens in dim light; so you always get a rich, detailed picture.

A tinted-phosphor picture tube gives less reflection and a rich, vivid picture.

ColorTrak takes our light-absorbing black-matrix picture tube a step further by using specially tinted phosphors on the tube surface. The tinted phosphors absorb even more room light, so you get colors that appear more vivid and lifelike.

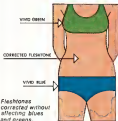
A Dynamic FleshTone Correction System produces rich, natural fleshtones right next to brilliant greens and blues.

Correcting varying fleshtones without affecting other colors has been a problem in color television technology. ColorTrak's Dynamic Flesh-



The Bordeaux: beautiful Country French style in genuine pecan veneer and oak solids with simulated wood trim. The top, a laminated composition in a handsome diamond pattern.

tone Correction System handles this problem, bringing varying fleshtones into the natural range while mini-



mizing the effect on other colors. So you see natural fleshtones and natural background colors.

The highest quality, most reliable set RCA has ever produced.

The ColorTrak system is a finely balanced system of features that work together to give you the kind of picture performance you'd expect from the people who pioneered color TV.

And because we want you to enjoy that beautiful ColorTrak picture for years to come, we've made ColorTrak the set most tested for reliability that RCA has ever produced.

The ColorTrak system is not inexpensive. But when you consider the years of pleasure it will provide, we think you'll agree it is well worth the price.

Don't purchase any other set until you see ColorTrak. And judge it for yourself.

RCA ColorTrak

RCA is making television better and better.



Despite being between the uprights it wasn't a three-point landing this plane made after the Colts-Steelers playoff game.

THE COLLEGES

Led by Heisman Trophy winner Tony Dorsett, the unbeaten Panthers of Pittsburgh completed Coach Johnny Majors' four-year rebuilding plan by becoming the first Eastern squad since Syracuse in 1959 to win the national title. Dorsett set 15 NCAA records, including most yards rushing in a career (6,082) and in a season (1,948). Pitt clinched the championship—and squelched critics who said its schedule was too soft to merit No. 1 ranking—by crushing Georgia, then No. 5, 27-3 in the Sugar Bowl.



Johnny cued Pitt to try a Majors revamping at Tennessee.



Led by the likes of Tackle Don Parrish, Pitt's defense rose up to intercept four Georgia passes and bat away several more.

Dorsett had a non-stop year, opening with 181 yards against Notre Dame and ending with a Sugar Bowl record of 202.





With star runner Ricky Bell often injured, Quarterback Vince Evans pitched in to lead Southern Cal to the No. 2 ranking.

Shirley Rieger is alive today because you're such a careful painter.



Nothing beats Scotch® Brand Masking Tape for helping a do-it-yourself painter do a neater job. So people buy millions of rolls each year. And the 3M Company, which makes Scotch Brand Masking Tape, makes a profit.

Part of that profit goes to 3M shareowners, part into research, part for taxes and part for investment in new plants and equipment that can mean more jobs.

And, at 3M, part is spent to underwrite the costs of some very special TV programs aired by the Public Broadcasting System.

One of these specials was "Why Me?"—a program on breast cancer that stressed the importance of regular self-examination. As she watched the program, Shirley Rieger, of Massachusetts, tried the technique it suggested—and found a lump in her left breast. The malignancy was successfully removed in a matter of days. "Early detection," says Shirley, "added to, if not gave me, the rest of my life."

The 3M Company has devoted over a million dollars to the sup-

port of public TV programming—dollars available because 3M could and did make money on its Scotch Brand Masking Tape and other products. That's the way our economic system works. Profits aren't an end in themselves. They're a beginning. They make good things happen. This message has been brought to you by the Hammermill Paper Company of Erie, Pa., makers of fine papers.

We're proud of our American economic system. We want you to be proud of it, too.

**HAMMERMILL
PAPERS®**

**Profits make good things happen.
Just ask Shirley Rieger.**

Suddenly it's going to dawn on you.

It's going to dawn on you that one little Datsun can save you one big bundle.

It's a car that doesn't cost too much, drink too much or hang around repair shops.

42 MPG HIGHWAY 28 MPG CITY

It's built to avoid gas stations, delivering as much as 42 MPG on the Highway and 28 City in recent EPA tests. That was for our 5-speed B-210 Hatchback.



Of course, EPA figures are only estimates. Your actual mileage may vary with your driving habits, optional equipment and the condition of your car.

Are Datsuns tough? Well, our B-210s are tough enough to have been national SCCA champs two years running. And when those sports car drivers drive them, it's all out till they fall out. Mind you, we're not



saying Datsuns last forever. Some day, you might need a part or two. No problem. Datsun service is coast to coast.

Yes, Datsun saves. When you buy one, when you eventually trade it in. So do it. Drop by your nearby Datsun dealer and drive one.

Once you do, you'll wonder why it took the dawn so long to come.



GET LOST

The advertisement features a collage of three distinct scenes. The top right shows a couple in white athletic wear playing tennis on a green court, with their reflections visible on the wet surface. The middle left depicts a couple walking down a wide staircase adorned with large, vibrant floral arrangements. The bottom section is a close-up of a couple in a romantic embrace, with a warm, orange-red glow emanating from between them.

Get lost in a palm paradise for two. Mingle with the Las Vegas fun seeking crowd then disappear hand in hand to the privacy of a second honeymoon. The lavish stage entertainment and luxury accommodations provide the glamorous setting for storybook romance. Live happily ever after... Call your travel agent.

LAS VEGAS

THE LAS VEGAS CONVENTION AND VISITORS AUTHORITY



Georgia's scrawny but scrappy defense, the Junkyard Dogs, showed its mettle by shutting out four of the team's 10 victims



With Rob Lytle running roughshod, Michigan was high up in the rankings until two late losses left Coach Bo Schiebeler low-down.

90% of medals won in adidas



Of all medals won at MONTREAL,
90% of them were won in adidas.

In running, high jump,
long jump, discus
and many other disciplines,
successful competitors
had adidas technology
and expertise at their feet.



adidas 

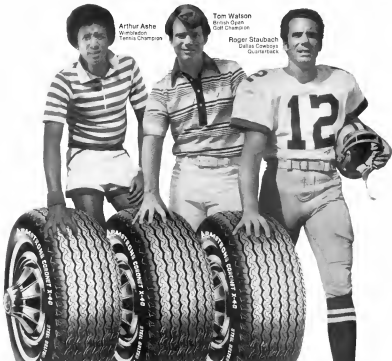
The Superstars say-
"Out to win, or out for a drive...
you've got to have the right grip.
Armstrong Tires grip the road."

The Sports Superstars know the right grip makes the difference. And they know Armstrong Tires grip the road to ride you and your family in safety and comfort. Just ask men whose grip is important to winning—men like Tom Watson, Roger Staubach, and Arthur Ashe.

Check your Armstrong Dealer for a top deal on Armstrong's Coronet X-40 Steel Belted Radial... the leader of Armstrong's famous passenger line.

You'll find your nearest Armstrong Dealer listed in the Yellow Pages.

ARMSTRONG TIRES



Arthur Ashe
Wimbledon
Tennis Champion

Tom Watson
British Open
Golf Champion

Roger Staubach
Dallas Cowboys
Quarterback



Even the old high thigh by Mike Williams didn't get New Mexico past upstart Wyoming, which waxed the WAC with a 5-1 record

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**We tested our
AMF Voit Rollout Ball & their ball
against a concrete wall at 90 mph.
We won.**

AMF Voit's Rollout was the racquetball that kept its bounce and shape.

An impartial pitching machine hurled our ball and our leading competitor's ball against the wall at 90 miles an hour. Five hundred times.

The results show that Rollout had less breakage and consistently stayed rounder. And in a game like racquetball, consistency counts.

Try Rollout from AMF Voit. It's the ball that beat the wall.

**The same quality that goes into AMF Voit Racquetballs, goes into our Racquets.
Go with the winner. AMF Voit.**



AMF Voit Santa Ana, California 92704

Oldsmobile introduces the new Omega V-6 Sports Pack.



We give you five
sporty extras
at no extra charge.

1. SX decal.

3. Open-road
FE-2 suspension.

2. Custom sport
steering wheel.

5. Rocker
panel and wheel-
opening moldings.

4. Dual outside
sports mirrors.

Plus 26 mpg highway, 19 city (EPA estimates)

Your Olds dealer has a sporting proposition: when you order the V-6 Sports Pack with any Omega Coupe or Hatchback, you get nine items for the price of four. You pay for the sports-gauge group, super stock wheels, raised white-letter tires, and bucket seats; you get the SX features group shown above at no charge.

This special-edition Omega comes in your choice of colors with an SX racing stripe and buckskin or white in-

terior. To make it go, there's a rugged 231 V-6 that's got plenty of muscle, while still scoring 26 mpg on the highway and 19 city with available automatic transmission in the official EPA tests. (These are estimates. Your mileage depends on how you drive, your car's equipment, and its condition. California figures are lower.)

Take advantage of the Omega V-6 Sports Pack offer. It's actually more than you bargained for.



Oldsmobile

Omega V-6 Sports Pack
Can we build one for you?





The College All-Star game took a double dousing. It was called in the third period because of heavy rain, then canceled for good because of waning interest.



TENNIS

Chris Evert so dominated the women's game that from Apr. 17 to Nov. 6 she didn't lose once. Included were the two biggies at Wimbledon and Forest Hills.



THE BIG RACKETS

While Evert, who no longer had to contend with the semi-retired Billie Jean King, won \$345,000 to become the women's leading moneymaker for the third consecutive year, the major men's titles were taken by Bjorn Borg and Jimmy Connors. Despite an aggravating pulled stomach muscle, Borg whipped Ilie Nastase 6-4, 6-2, 9-7 to win Wimbledon. Connors then came up with what he described as "the best tennis I've ever played" to beat Borg in four tinging sets for the championship at Forest Hills.



It was a rare occasion on the courts when Kasty was nice



Borg came within a hair of winning both big titles when he outpointed Connors 125-121 in the U.S. Open final but still lost

Mazda Cosmo vs. Alfa Romeo vs. Lancia Beta vs. Saab EMS vs. Cosworth Vega

"COSMO BLEW THEIR DOORS OFF."

Road Test magazine—October, 1976



That's what *Road Test* said after a straight line speed test of five "exotic super coupes" on the back straight at Riverside Raceway.

"Far and away the best powerplant"

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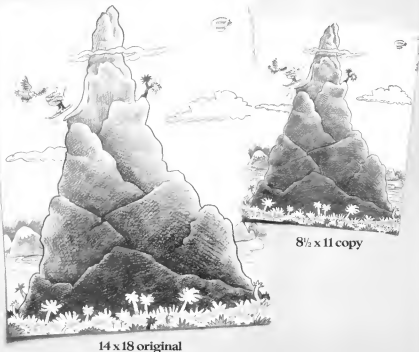
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Adriano Panatta, the salty new Italian hero, was sandwiched by fans after his country's Open, one of two major clay court tournaments he won



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of Johnnie Walker Black Label."

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MEMORABLE YEAR, MEMORABLE MOMENTS

by Ron Fimrite

Perhaps more than in its remarkable feats, the spirit of the sports year is embodied in its human events, great and small. This article recalls a few of those occasions when pain, courage, selflessness and a tumble in a clothes dryer added up to more than the final score

Margaret Murdock, a plump 33-year-old student nurse from Kansas, needed two bull's-eyes on L'Acadie rifle range outside Montreal to become the first woman to win an Olympic gold medal in shooting.

"My emotional control is based on anticipation," she had said. "I think out how I'm going to react, how I'm going to resist extraneous thoughts, how I'm going to deal with somebody coming up and telling me I'm behind or ahead. I prepare for all of this, so the adrenaline doesn't go up and I stop thinking. One or two bad shots, and you're out of it."

The leading shooter in the small-bore three-position competition at that point was U.S. Army Captain Lanny Bassham, a silver medalist in the 1972 Games. He had completed his rounds with a total of 1,160 points. Now he waited patiently for the final scores to be posted.

Bassham's undisputed lead did not last long. Werner Siebold, a West German chef who was shooting at the same time as Murdock, also finished with a score of 1,160 points. That put Murdock in position to pass both men with her last two shots. She waited for a capricious wind to subside, then fired quickly and calmly. Two bull's-eyes. She packed her gear in a blue cardboard suitcase and tranquilly awaited the official announcement of the triumph of her life as a marksman.

The shooting was over, but not the scoring. Closer scrutiny of the targets resulted in a change in the tabulations, giving Bassham an extra point and, apparently, sole possession of the silver medal. Still later, it was announced that a clerical error had been made—a judge had credited Bassham with a nine when he should have been awarded a 10. He and Murdock had tied for the championship with 1,162 points apiece. The method of breaking a tie in shooting is to compare scores for the last 10 shots. It was found that

Bassham had scored 98 on his, Murdock 96 on hers. He would receive the gold, she the silver.

On the victory stand, seconds before the playing of the national anthem, Bassham extended a hand to Murdock on the step below him and helped her to the top. They stood together as *The Star-Spangled Banner* was played. Said Bassham, "There was no way she deserved to stand lower."

She began life as Richard Raskind, growing up in—of all places—Forest Hills, N.Y. In high school she played end on the football team, swam the backstroke and, as the leading hitter and pitcher on the baseball team, was good enough to attract the notice of professional scouts. But tennis was always her game.

She was a member of the Yale varsity, and after graduating from the University of Rochester Medical School in 1959, she continued playing the game seriously, winning the New York State clay-court championship in 1964. She also had a successful practice as an eye surgeon, and in 1970 she married. She fathered a son. In 1975 a divorced Richard Raskind underwent a sex-change operation in New York and became Renee Richards. With that name the doctor would become famous.

As Renee, she moved to California and, at age 42, began entering women's tournaments. When she won one in La Jolla, a local newscaster looked into her past, during which, he soon discovered, she had been a man. "O K, now damn it," Richards recalls saying to herself, "they're putting my personal life out in the street. I'm going to pursue every right I possess to prove I'm a woman and a tennis player."

When she insisted on playing in the U.S. Open at Forest Hills, the Women's Tennis Association was pushed
continued



NOBODY'S GOT IT



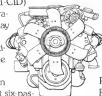
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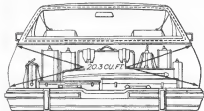
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PONTIAC  **THE MARK OF GREAT CARS**

MEMORABLE MOMENTS *continued*

into an unprecedented controversy. Does a transsexual have the right to play in a women's tennis tournament? Can a transsexual be considered a woman? Those questions posed a dilemma for the WTA, which had fought so fiercely for equal rights on the courts. The firebrands who had championed the women's cause now were confronted with the aspirations of a new minority, albeit a minute one. Would the revolutionaries turn reactionary?

"As far as I'm concerned," said Rosie Casals, a WTA charter member, "Richards is still physically a man and that gives her an unfair advantage. This has to be stopped. Tennis is my profession and this is a threat to it."

Countered an amused male observer, like Nastase, "Now you see how strong the women players are. She could be their mother, yet they complain. They're afraid."

As a middle-aged, 6'2" woman, Richards is nearly 40 pounds lighter and not nearly as strong and has far less endurance than she had as a younger man. In the semifinals of the \$60,000 Tennis Week Open at South Orange, N.J. in August, she wilted in a blazing sun and lost to an unheralded 17-year-old girl.

He crashed in flames in the German Grand Prix at Nürburgring and lay near death for almost a week. His face had been burned terribly and his lungs were seared from swallowing fire. "Goodbye, my friend," said a priest as he administered last rites. Doctors told his wife Marlene he would not live the week. Still he hung on. Temporarily blind, he concentrated on listening to voices as a means of staying awake. Consciousness was nearly unbearable, but at least he knew he was alive. By the sixth day doctors said he was out of danger. Six weeks to the day after the accident, Niki Lauda, badly scarred and weakened, finished fourth in the Italian Grand Prix to stay in the race for the World Driving Championship he had won in 1975.

"A lot of people have said I am crazy to go back to racing so quickly," the Austrian driver told his friends. "but they don't understand. It is the job I have. It is the risk I must take."

Lauda's quest for the driving title, eventually won by a single point by England's James Hunt, ended on a rain-soaked course in Japan. He started third in the race, but during the first two laps 18 drivers passed him in a downpour that caused cars to skitter across the track like aquaplanes. Lauda pulled his Ferrari into the pits and told his mechanics, "It's too dangerous out there. It's suicide. There are more important things in life than winning the World Driving Championship."

Niki Lauda knows that as well as anyone.

I just quit my job, that's all. What's wrong with that? Other guys do it every day. Nobody makes a big thing out of it."

Sure, why not? You're bored with the old nine-to-five, the hustle-bustle, the chase for the almighty dollar. Why not chuck it? Something else is bound to turn up.

Fine, but if you are the center for the champion Boston Celtics, good enough to have been the NBA's Most Valu-

able Player three seasons ago, earning a \$280,000 salary and only 28 years old, people will probably wonder what's eating you. And they did just that when Dave Cowens abruptly left the Celtics only nine games into the season, saying he had lost enthusiasm for the game.

"This wasn't something sudden for me," Cowens explained. "I'd been thinking about it for three months. I even thought seriously about quitting before the season started, but I figured I'd try it and see how it was. And then I just didn't have it. Nothing. When somebody drives right by you and you shrug your shoulders, when you go down and make a basket like a robot; when you win or lose a game and it doesn't matter either way; when you can't even get mud at the refs—then something's wrong. I couldn't do anything about it. When there's nothing left, there's no use making believe there is."

Enthusiasm had been Cowens' game. His breakneck style had set a pattern of mobility for a new generation of centers. Still, he must have suspected that the juices would eventually stop flowing because two years ago he had a clause written into his contract that would permit him to take an unpaid leave of absence. And to the utter amazement of his teammates, Coach Tom Heinsohn and General Manager Red Auerbach, he exercised that clause. "What could I say?" a bewildered Auerbach asked, speaking for them all.

You're lost?" Muhammad Ali's brother Rahman belatedly at the champ during the late stages of his bout with Jimmy Young. "You're lost?" Herbert Muhammad quickly silenced Rahman. "People hear that and they start believe it," Ali's manager said. "Now keep quiet."

Ken Norton trailed the champion across the ring after the 15th round of their fight. "I beat you! I beat you!" he called to Ali. Then he turned to his own corner and leaped triumphantly into the arms of his handlers.

But Ali still had his title. He had it, that is, if he wanted it. And he had it despite four uninspired defenses—against Young, Jean-Pierre Coquemont, Richard Dunn and Norton—and a farcical exhibition with a Japanese wrestler.

In Istanbul three days after the Norton fight, which others besides the challenger thought Ali had lost, the champ announced yet another retirement. "It has been my lifetime dream to become a champion and retire from the ring and then use my influence for Allah," he said. "I have many people advising me to fight a few more times. I do not want to lose a fight, and if I keep boxing I may lose. I may gain much money, but the love of the Muslims and the hearts of my people are more valuable than personal gain. So I am going to stop while I am still winning."

But soon there was talk of his defending his title against Duane Bobick. Or George Foreman. Or Norton. Or

As a freshman at the University of Pittsburgh, Tony Dorsett was so shy he wanted to quit school and go home to Aliquippa, Pa. As a senior he gave a Pitt tear-away jersey to Gerald Ford and, after a pleasant chat, remarked that the President "seemed like a nice person." Football may not always build character, but it certainly can do wonders for the social graces.

continued



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Dorsett's self-assurance shot forward with each astonishing performance on the gridiron, and by the time he had playing his last regular-season game—a socko finish against Penn State—he was walking comfortably, if not with kings, at least with heads of state.

In four years of running with the football for Pitt—first as the timid 157-pound freshman, finally as the 190-pound presidential pal—Dorsett set 13 NCAA records, tied three others, established 27 school records and became the college game's all-time leader in rushing and scoring. In his senior year he ran for 1,948 yards, a record-setting effort that earned him the Heisman Trophy. He had surpassed Archie Griffin's career ground-gaining record by the seventh game of his final season, and with his 224 yards against Penn State he became the first college back to rush for 6,000 yards. Dorsett simply ran past all the other prolific runners and scorers in history—Griffin, Glenn Davis, Ed Marinaro—to a spot in the statistical columns all his own. And it appears that's what he had in mind all the time, or at least ever since he conquered the freshman whips and jingles.

"Every time I do something that a lot of people recognize, I'm going to take pride in it," he said. "And no matter how long I've been in this game, I'll take pride in every record I set. I wanted to be known as No. 1, and I want to be known as that as long as I live."

Cincinnati Reds Shortstop Dave Concepcion had tried showering before games as a means of washing away a batting slump. This time he decided that drying himself off first might be more effective. So, just for laughs, he crawled into the huge clubhouse clothes dryer before a game with the Chicago Cubs. Teammate Pat Zachry thought the gag might be improved if he pretended to turn the machine on. But somehow the machine did go on. Concepcion was spun through a dozen or so revolutions before he was rescued. Singed, dazed, but certainly warmed up, he took the field—and lined out three hits.

You feel you've got a lot going for you now?" an interviewer asked the Bird.

"Well," the Bird replied, "my car's still going good."

During a baseball season when most of the talking was done by lawyers and agents, it was nice to have the Bird—Detroit rookie Pitcher Mark Fidrych—around to show that there are still some innocents abroad. The Bird's eccentricities, coupled with an unsuspected ability, made him a drawing card comparable even to Sandy Koufax. Games that the Bird started drew an average of 33,000 customers. And the 21-year-old Fidrych was good enough to win 19 times, against nine losses, and become the American League's Rookie of the Year.

The Bird talks to baseballs: "Flow, gotta flow now, gotta flow"; to himself: "C'mon, gotta keep it down. Let it fly!"; and to almost anyone in a language pretty much his own. "It gives me a rush!" is one of his favorite exclamations. He kneels to pat the mound smooth of imperfections left there by opposing pitchers. He shakes hands with his infielders after they have accomplished something he deems worthy of acclaim. And he is not inhibited by an audience. Once,

while warming up in the bullpen before a game, he discovered that an item was missing from his apparel. He reached into his back pocket, withdrew his plastic protective cup and, in full view of the spectators, dropped his trousers and installed the device in its intended location. "I forgot," the Bird explained.

The Canada Cup was unabashedly devised as a means of establishing once and for all the superiority of Canadian hockey. Five other nations—the Soviet Union, Czechoslovakia, the United States, Finland and Sweden—were invited to compete in a two-week tournament. For the occasion, Canada assembled its "greatest team ever," which included Guy Lafleur, Denis Potvin, the various Bobbys—Orr, Hull and Clarke—and 21 other top professionals. Said the tournament managing director, Sam Pollock, referring to past embarrassments at the hands of Soviet teams, "This time we'll have zero excuses if we don't win."

The Canadians were embarrassed early in the proceedings when Czechoslovakia shut them out 1-0. Then they rallied to defeat the Soviets and reach the best-of-three finals against the Czechs. Canada won two straight, the second in overtime, and walked off as the first winner of its own cup.

If the tournament did not clearly establish the superiority of Canadian hockey, it did point up once more the appeal of international competition. "Let's face it," said Team Canada Coach Scotty Bowman, "people are going to demand international hockey."

At 22 he was the youngest golfer on the professional tour—tall, blond, supremely confident. If he was not always properly deferential to his elders, Jerry Pate had an explanation: "When people say I'm cocky, I ask them, 'Where would I be if I didn't believe in myself?'" And as he stood in the rough, among the pine trees alongside the 18th fairway at the Atlanta Athletic Club's Highland course, Pate had to draw on every ounce of that self-belief.

It was the 72nd and final hole of the U.S. Open, and he needed a par 4 to become the first tour rookie since Jack Nicklaus in 1962 to win the tournament. But he was in the rough, among the pines, and the green was 190 yards away, protected, it seemed to him, by a water hazard with the dimensions of Lake Superior. Only minutes earlier John Mahaffey, the tournament leader entering the final round, had also driven into the rough, then dropped his second shot into the drink. His chance to win went down with the ball, so he stood nearby waiting to see how Pate would respond to the same predicament. The Open leaders now were veteran players Tom Weiskopf and Al Geiberger. They, too, waited for Pate. A bogey, which seemed inevitable under the circumstances, would leave the three of them tied and precipitate a playoff the following day.

It was growing dark as Pate sized up the situation. The huge crowd of 30,000 in grandstands bordering the green seemed ominously quiet. Pate would go for broke as Mahaffey had done before him, he would gamble on clearing the water. "I had to," he would say later. Pate reached for his five-iron. His ball cleared the hazard and headed for the flag, rolling dead within two feet of the hole. It was one of

continued

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On his walk to the green Pate inquired of USGA officials if, indeed, it was true that he could take two pats and still win. Yes, he was told, that was true. He needed only one.

It was once the poster's game. Brugh's game. Graham's. Waterfield's. Van Brocklin's. Ummat's. Tarkenton's. But no more. Now it is the runner's game, and 1976 was testimony to the change from hand to foot. With O.J. rambling to the fore after some early-season dreadfub and with a herd of remarkably swift and agile new running backs afoot, pro football had made the transition from artillery to infantry. It had done so possibly because of the high mortality rate among the cannoners. A score or more of quarterbacks suffered injuries of varying gravity during the year, and one of the finest and newest—Atlanta's Steve Bartkowski—was out for the season before it began.

The plague of injuries emphasized the peculiar vulnerability of the quarterback. With his arm in the air and his feet planted on the ground, he is as exposed to disabling attack as an overturned turtle. In recent seasons a stress on defense, where the best and the biggest now play, has compounded his defenselessness. And the league's crackdown of late on holding violations has deprived him of even that illicit protection.

The sack, in which the quarterback is pounced upon before he can release the ball, has become a crowd pleaser, and the sackers relish their newfound celebrity. "When I get a sack, it really fires me up to get another," says Baltimore Defensive End Fred Cook. "I guess I get myself into a sadistic state of mind."

But it would be unfair to suggest that the runners have stolen the spotlight by default. No, there are simply too many good ones for that to be the case. In 1976 a dozen surpassed 1,000 yards, once the province of Hall of Fame candidates. In addition to Simpson and the young veterans—Baltimore's Lydell Mitchell, Minnesota's Chuck Foreman, Pittsburgh's Franco Harris and Los Angeles' Lawrence McCutcheon—such tyros as Chicago's Walter Payton, San Francisco's DeWain Williams and Washington's Mike Thomas all crossed the 1,000-yard barrier. Payton, whose late-season duel with Simpson for the league rushing title highlighted a modest comeback season for the Bears, was properly deferential in such company. "It's an honor competing against O. J. Simpson," he said. "Or a challenge. It's a whole lot of stuff mixed into one."

Pressure defines the essential nature of athletic heroisms. If an athlete cannot contend with it, neither strength nor skill will avail him, and few athletes have borne a greater burden of pressure than the 22-year-old Austrian skier Franz Klammer in the Winter Olympic Games. As he crouched in the starting hut at the top of the 3,020-meter course down the face of Patscherkofel above Innsbruck, he carried not only the weight of his own reputation as the world's premier downhill skier but also his nation's as the world capital of the sport. The fate of the host country's winter tour-

ist industry was said to rest with him. Only a gold medal would satisfy such critical needs and Klammer knew it.

Klammer had won a downhill race on the Patscherkofel in 1975, but the course had been altered for the Olympics. Now it had flatter turns that made it approximately 10 seconds faster. To add to his burden, Klammer had drawn starting position No. 15, last among the top seeds in the downhill. All of his principal competitors had preceded him down the icy and irregular slope. The 27-year-old Swiss skier Bernhard Russi was the leader at 1:46.06, fulfilling a Klammer prophecy that Russi was the man to beat.

Klammer almost literally flew out of the start and careened down the hill like a bouncing ball. Still, he was .19 of a second behind Russi's pace after the first half of the run. He took even more chances in the next section but slipped further behind the pace. In the last 1,000 meters he was confronted by the Compression, a jump followed by a dip that had proved breathtakingly dangerous to his predecessors. The Johannesweg turn lay beyond that, and it had already claimed two skiers. As he ripped through this part of the course, Klammer nearly went out of control, but he regained his balance to execute the turn. Then he sailed over the last jump and sped to the finish where Russi, hands over his eyes so he could not see the timer, was waiting. It was a daring run, but was it fast enough? Yes. The timer showed that Klammer had beaten Russi by .33 of a second. The mountain exploded in an avalanche of cheering.

He was born prematurely in 1931 in a farmhouse at Fabens, Texas. He weighed 2½ pounds. "He's going to die," the doctor told Willie Shoemaker's parents. "We'll make the arrangements in the morning." But the Shoemakers would not hear of it. His grandmother placed the baby in a shoe box. She lit the oven and put the box inside, leaving the oven door ajar so the child could breathe.

Shoemaker survived, but he never did grow very big. At 45 he weighs less than 100 pounds and stands only 4'11", but in the world he inhabits, the jockey's world, he is the biggest man alive. On March 14, 1976 at Santa Anita, aboard Royal Derby II, the Shoe rode to his 7,000th victory, a racing achievement so prodigious it is not likely to be equaled. "I was at Arlington Park the day Shoe got his 3,000th," recalls a fellow jock, Johnny Sellers. "He walked in from the winner's circle and threw his whip on a bench. The other jockeys were watching him. He stretched and said, 'I hope the next 3,900 come as easy as the first 3,900.' Everyone chuckled. The notion of 7,000 wins was unbelievable."

What Shoemaker has accomplished in 28 years of racing is almost unbelievable. He has won 687 stakes races, 133 more than his nearest competitor, Eddie Arcaro. His winning average (.240) is the highest among all topflight jockeys, and he has won nearly 1,000 races more than the next biggest winner, Johnny Longden.

Shoemaker rode the first of his nearly 30,000 races in April 1949 at Golden Gate Fields in Albany, Calif. He was 17 then, and his first victory came in his third race. He was riding only because Trainer George Reeves convinced the stewards that he was an apprentice deserving of a good mount. "He has a touch with horses that few have," Reeves said then. And the Shoe has never lost it.



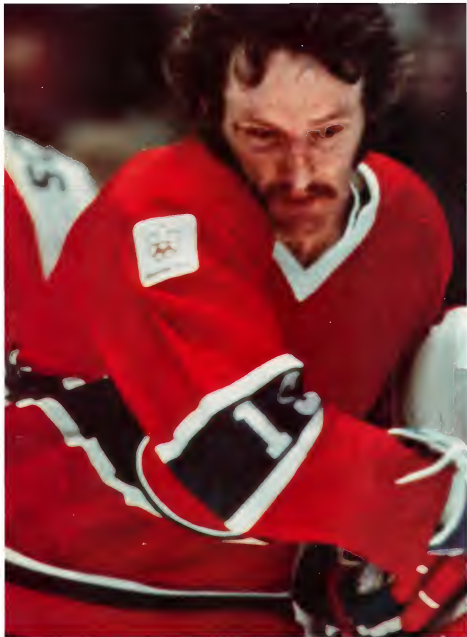
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HOCKEY



Canadien Defenseman Larry Robinson stuck it to Mel Bridgman and the rest of the Philadelphia Flyers as Montreal won the Stanley Cup with unexpected ease.

CANADA COUPS

Even a rare in-person rendition of "God Bless America" by Kate Smith before the fourth game of the Stanley Cup series between Philadelphia and Montreal could not prevent the defending champion Flyers from being swept. The Canadiens won by using the intimidating tactics that had put Philly on top. When Montreal defenders were not slamming Flyers to the ice, they were shadowing Philly star Bobby Clarke so closely that he did not score a goal. Clearly, it was the Canadiens who were blessed.



Bobby Clarke led Winnipeg to a sweep of the WHA playoffs.



Phil Esposito and his team Canada mates checked the Czechs to win the Canada Cup series in which six national teams played.



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First off, Regal is a mid-size. Giving you the maneuverability and practical benefits of trim dimensions.

Just as importantly, Regal is a Buick. As a matter of fact, it's the sportiest, most elegant, luxurious mid-size we build. So along with practicality, you get the wondrous array of creature comforts Buick is famous for.

Now, a lot of folks consider Regal a winner on looks alone. But if you need more convincing, just take a look at some of the standard equipment it comes with. There's variable-ratio power steering. High-Energy Ignition. Power front disc brakes. And, of course, the sophisticated Buick V-6 engine.

Available options? The sky's the limit. You can order your Regal with things like a sunroof. Chrome wheels. An AM-FM stereo with a built-in citizens band transceiver. And if you really want to look like a sport, there's the S/R package. That comes with goodies like whitewall, steel-belted, radial tires. Ribbed velour front bucket seats. A console-mounted, automatic transmission. A Rallye steering wheel.

Buick Regal. One lean, elegant, intelligent well-coordinated car. Drop into your Buick dealer's, and see one soon.

It'll do wonders for your team's spirit.



BUICK *Dedicated to the free Spirit
in just about everyone.*

Eleven questions to ask yourself before buying a 35mm SLR.



Knowing what to look for now in a 35mm SLR can save you money and prevent problems later on.

1. How much camera do I need?

Most manufacturers, including Minolta, offer a tempting array of features. Like interchangeable finders and focusing screens, motorized film winding, self-timers and multiple-exposure capability. If you'll be using them, fine. If not, save yourself some money by cutting out the frills.

2. Is match-needle or electronic auto-exposure control best?

Minolta offers both, so our only concern is that you get what's best for you. Generally a match-needle camera costs less. To set exposure, you line up two needles in the viewfinder. It's easy, fast and accurate, but you do the work. Minolta SR-T match-needle cameras offer a wide variety of features and prices.

Minolta's newest 35mm SLR's have electronically controlled shutter speeds. So even if the light changes the instant before you shoot, the camera will set itself for correct exposure. Among Minolta's electronic SLR's, you'll find features like interchangeable viewfinders and screens, shutter speeds to 1/2000th of a second and multiple-exposure capability.

3. What should I look for in the viewfinder?

First of all, a bright image. So you can see clearly and focus easily. Judge this by comparing several brands under the same light conditions.

Then, exposure information. The more the viewfinder shows, the more you know about how the camera is taking the picture. If this means a lot to you, pay the extra cost. If not, save on a simpler camera.

The important thing about Minolta SLR's is that in every single one, you can compose, focus, set exposure and shoot without ever looking away from the viewfinder. So you won't miss shots of even the fastest-moving subjects.

4. What range of shutter speeds do I need?

Most picture taking is done at speeds between 1/50th and 1/500th of a second. But to stop very fast action, higher speeds are handy to have. And slower speeds are useful for available-light shooting and spectacular night shots. Depending on the Minolta model, you can get

speeds as fast as 1/2000th of a second and as slow as 16 seconds.

5. What is a "fast" lens, and do I need one?

The more light a lens lets in, the "faster" it is. Faster lenses like an f/1.2 or f/1.4 are more expensive, but nice to have if you do a lot of shooting in dim light.



6. Why is the lens system important? Interchangeable lenses let your camera grow with you. Minolta offers almost 40, from a 7.5mm "fisheye" to a 1600mm super-telephoto. Minolta makes all their

own lenses to insure compatibility with Minolta cameras.



7. How fast can I change lenses?

You shouldn't have to miss shots. So Minolta developed and patented a bayonet mount that lets you change lenses with less than a quarter turn. And unlike other bayonet mounts, Minolta's doesn't require you to realign f/stops afterwards.

8. How should the camera feel?

Solid. Comfortable. Not too big, not too small. Your fingers should fall naturally into place on the controls. Advance the film wind lever. If it feels gritty or rough now, how will it feel after a couple of thousand shots?



9. How should it sound?

Press the shutter button. Noisiness means either vibration or inadequate damping of moving parts. Or both. The newest Minolta shutters are a joy to hear because you almost can't hear them at all.



10. How do I judge craftsmanship?

Compare. Everything should be tucked in neatly. Finishes should be even and unmarred. No machining marks should be visible, even inside the camera.



11. What is the camera's reputation?

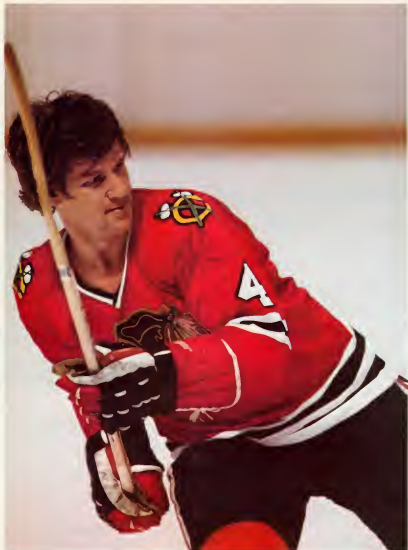
Be sure to ask friends about Minolta. Since it's the best-selling imported camera brand in the U.S., chances are someone you know owns one.

And if you'd like literature on Minolta 35mm SLR's, write to Minolta Corporation, 101 Williams Dr., Ramsey, N.J. 07446. In Canada: Angliophoto, Ltd., P.Q.



Minolta

The more you know about cameras, the more you'll want a Minolta.



Just about the only skating sore-kneed Bobby Orr did was from Boston to Chicago, where he led a cool \$3 million contract.



**Make a good move.
Mix your martini with white rum from Puerto Rico.**



White rum martini

There's nothing like white rum to bring you together without coming between you.

That's because white rum — in sharp contrast to gin and vodka — has a taste so smooth you're almost not aware that it's there.

When you mix this smoothness of white rum with dry vermouth, the result is a drink that pleases from the first sip to the last. And from one drink to the next.

Only white rum from Puerto Rico

makes such a civilized martini, because only Puerto Rico requires that every drop of its rum be aged for at least a year.

Little wonder that 86% of all the rum sold in the U.S. comes from Puerto Rico.

When you leave gin and vodka behind for the smoothness of white rum, you won't be alone. White rum is the fastest-growing major distilled spirit in America.

PUERTO RICAN RUMS



Forbes: White Rum Classics: recipes with Puerto Rican Rums Dept. 1-24, 1230 Avenue of the Americas, N.Y. N.Y. 10019
©1977 Corporation of Puerto Rico



Roughness was so rampant that even some of Philly's Broad Street Bullets were bloodied and penalties had to be stiffened





BASEBALL

Neither the Yanks in the Series nor anyone else during the rest of the season got to second base against the Reds, whose Joe Morgan replicated as the league MVP.

A RUNAWAY FAVORITE

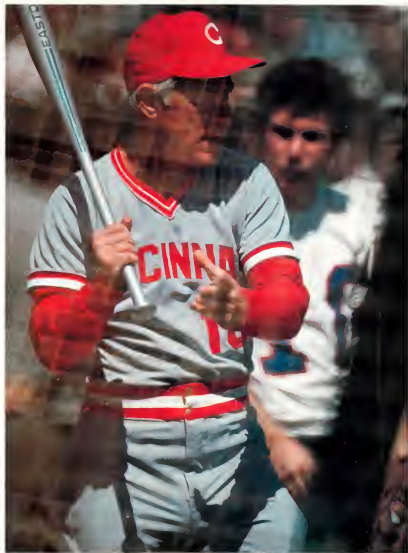
New York took over first in the American League East on April 12. The Phillies did the same in the National East on May 9. Kansas City jumped ahead in the AL West on May 18, and the Reds moved into the National West lead on May 29. None of them was headed thereafter. Then Cincy ran off seven straight wins over the Phils and Yanks to take the pennant and the Series. Still, without tight races, a slugger threatening to clout 62 homers or a 30-game winner, baseball drew a record 31,318,331 fans.



The Yankees lined up for their first Series in 12 seasons



The Series' two best players were Cincy's Johnny Bench (.553) and Yank Thurman Munson (.529), who was also his league's MVP.



In his seventh year as Reds manager, Sparky Anderson won a fifth division title, a fourth pennant and a second World Series



In guiding the Yankees to their pennant, Billy Martin managed with a religious fervor that frequently made the umpires cross.

According to a U.S. Government publication:
**The New Chevrolet has 5 more cubic feet of room inside
 than our nearest sales competitor's
 older style full-size cars.**



The Caprice Classic Sedan

Five cubic feet.

That's how much more passenger room there is inside The New Chevrolet than there is inside this year's older-style full-size cars of Chevy's nearest sales competitor.

Five cubic feet.

And you don't have to take our word for it.

That's based on U.S. Government estimates of vehicle interior size, as reported in the 1977 EPA Guide for New Car Buyers. You can get a copy of any new car showroom.



Five cubic feet.

It's not Grand Canyon, but it's a sizeable difference. Enough, we hope, to cause you to wonder why anybody would need that extra "size" on the outside of the car when you can get so much room and comfort inside the crisp, contemporary, trend-setting 1977 Chevrolet.

Sit in a New Chevrolet soon and see.

Chevrolet

Now that's more like it.

I love tobacco. I don't smoke.

**Walt Garrison,
football and rodeo star.**

If I'm a guy who loves tobacco, how come I never take a puff?

Well, because I use "smokeless tobacco."

All it takes is a pinch of "smokeless" in between my cheek and gum. Feels real relaxin' in there. And I get full, rich tobacco pleasure.

Another thing is, "smokeless tobacco" can't tie up my hands. So I can use it no matter what I'm doing.

If you'd like to go "smokeless," here's what you do. Just look for three great brands.

There's Skoal, my favorite, which has a wintergreen taste.

Copenhagen, a straight tobacco.

And Happy Days Mint. All three dated for freshness.

They'll each give you the tobacco pleasure you're looking for.

**Smokeless tobacco.
A pinch is all it takes.**



For a free booklet that explains how to get the full enjoyment of "smokeless tobacco"—as well as a few free pinches that you can try for yourself—write to "Smokeless Tobacco," United States Tobacco Company, Dept. 8-66, Greenwich, Connecticut 06830.



Chris Chambers won the AL pennant with this homer swing



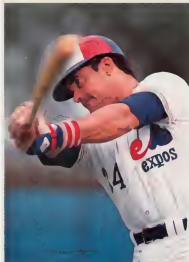
Third base became Pete Rose's fourth All-Star position



George Brett led the American League with a .335 average



Bill Madlock (.336) won his second straight batting title



Expoextra Jose Morales set a record with 25 pinch hits



Red Schoendienst kept the heat off his nose, not his job



Spring training got off and running 17 days late because of a dispute between the owners and players resulting in a lockout

President. A whole new class of CB radio.

First class.

With 40 channels and all the power the law will allow.

Every single President radio is thoroughly tested to make sure it works perfectly before it ever gets out of the factory.

Every President model is engineered with quality features like

variable mike gain and our sophisticated compression circuit for a new standard of CB talk power.

And every President comes with a little something extra for its price. Like 100 mm digital channel readout

and ANL on our least expensive units.

Maybe a President is more CB than you bargained for. But then... isn't that what makes a bargain?

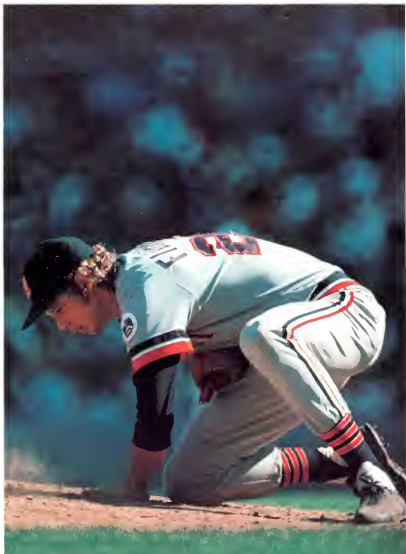


PRESIDENT

Engineered to be the very best.

MAR: 14th Avenue, Irvine, Calif. 92714 (714) 554-7355.





Detroit's Mark Fidrych was a rare avl who groomed the mound, talked to the ball, won 19 games and was Rookie of the Year

*"What a day! Plenty of new powder,
gorgeous Vail weather, and the
lift lines were short all day.
What more could you ask for?"*

"Old Grand-Dad."



Head of the Bourbon Family.

Old Grand-Dad
When you ask a lot more from life.

Kentucky Straight Bourbon Whiskeys. 96 proof and 100 proof. Bottled in Bond. Old Grand-Dad Distillery Co., Frankfort, Ky. 40601.



The new free-agent system eased an emancipated Reggie Jackson, who left Baltimore to sign a \$2.9 million Yankee contract.



New Braves Owner Ted Turner brought in a bevy of beasts, beauties and new ballplayers to rake Atlanta attendance by 283,507.



In the New York version of the Boston Massacre, Red Sox Pitcher Bill Lee (left) ripped an arm ligament and missed nine starts.



Reflecting upon the game that was his passion is Tom Yawkey, Red Sox owner for 43 years, who died in July at the age of 73.

Before Sound Guard®, the only way to prevent your records from wearing out was not to play them.



Magnified, you can see record wear occurring.



With same magnification, record wear is reduced.

If you've played any record often enough, you've heard the inevitable occur. It wore out.

While "pops," "hisses," and other surface noises began making their appearance on your favorite records, high frequency sounds—like violins and flutes—began disappearing.

The villain behind this destruction is friction. (If a diamond cuts through steel, you can imagine what a diamond stylus does to vinyl records.) Fortunately, from outer space has come a solution to record degradation. It's called Sound Guard.*

A by-product of research into dry lubricants for aerospace applications, Sound Guard record preservative puts a microscopically-thin (less than 0.000003") dry film on records to protect the grooves from damage. Yet, remarkably, it does not degrade fidelity.

Independent tests show that Sound Guard preservative maintains full amplitude at all audible frequencies, while at the same

time significantly retarding increases in surface noise and harmonic distortion**.

In other words, when applied according to instructions, a new record treated with Sound Guard preservative and played 100 times sounds the same as one in "mint" condition played the first time!

Sound Guard preservative comes in a kit (complete with non-aerosol pump sprayer and velvet buffing pad). It is completely safe and effective for all discs, from precious old 78's to the newest LP's including CD-4's.

Recently introduced to audiophiles, Sound Guard preservative is now available in audio and record outlets.

***For complete test results write: Sound Guard, Box 5001, Muncie, Indiana 43702.

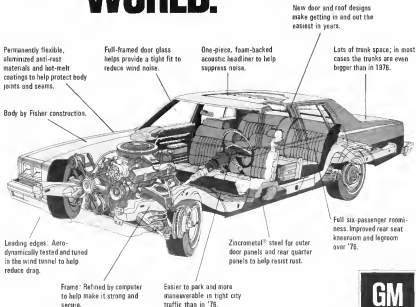


Sound Guard keeps your good sounds sounding good.



*Sound Guard is the registered trademark of Ball Corporation for its record preservative. © 1976 by Ball Corporation.

GM'S 1977 FULL-SIZED CARS. DESIGNED AND ENGINEERED FOR A CHANGING WORLD.



CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



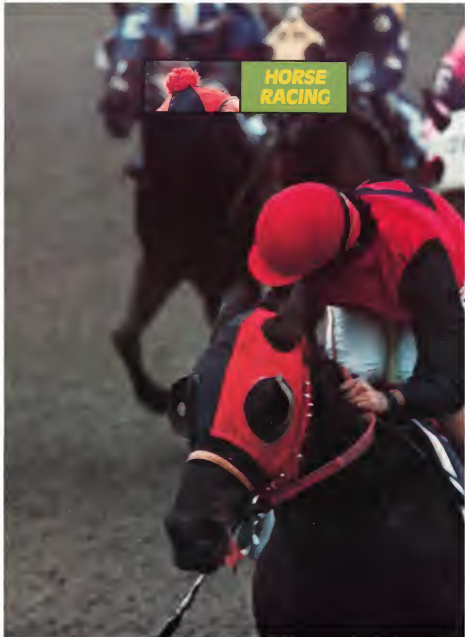


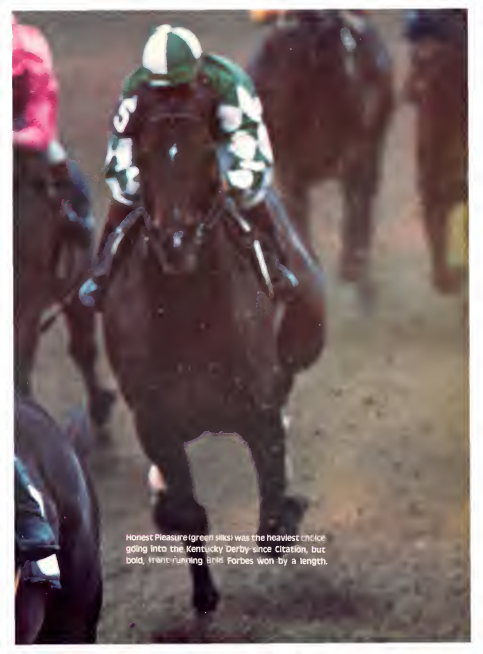


The four division champs so dominated the season that Pirate Frank Taveras—and players on other second-place teams—could do little but beg for mercy.



HORSE RACING





Honest Pleasure (green silks) was the heaviest choice going into the Kentucky Derby since Citation, but bold, front-running Akin Forbes won by a length.

ONE-HORSE RACE

The choice for Horse of the Year was a foregone conclusion. It was Forego by a furlong. He clinched the title, his third straight, by overtaking Honest Pleasure in the stretch in the Marlboro Cup, despite a sloppy track—just the kind he supposedly hates—and the 137 pounds on his back. That was the most weight carried by a winner of a major race in 55 years. In trotting, Steve Lobell needed a rare fourth go-round to win the Hambletonian. The victor was so hot after all those heats that he collapsed.



Lobell won \$152,000 in the Hambo, but almost lost his life



In the Woodward, Forego gave away 57 pounds to three of the best 3-year-olds and still triumphed with a blazing finish



Shoe here's mud in your eye—and ear and nose and throat—for becoming the first jockey to win more than 7,000 races.

CANADA. SO MUCH TO GO FOR

Canada is a land of towering mountains, of cities with an exciting difference. Canada offers you clear blue lakes and bright blue skies, sunny days and sunnier smiles. And when you get here, you'll find it easy to be as active and busy or just as peaceful as you want.

Come for a weekend or come for a month. Come whichever way suits you best—by road, air or rail. Whatever kind of vacation you want, at whatever price, you'll get more than your moneysworth in new experiences and great good times. Come to Canada. It's easy to make your own arrangements. Or, talk to a travel agent soon. Then come on! There's so much to go for.

Canada 



The splendour of a mountain lake in the Canadian Rockies



Young girl meets with the Royal Canadian Mounted Police



Mingle with the street artists in old Quebec



BASKETBALL

As a Net, Dr. J dunked Denver in the ABA finals. Then, before making a tricky move to Philly, he was a major reason the ABA finally netted a merger with the NBA.



THE PROS

Phoenix seemed to have fortune on its side. After finishing only third in its division, it upset the defending NBA champion Warriors in the Western Conference finals. But even the Cinderella Suns could not make Boston's run for its 13th title an unlucky one, the Celtics winning in six games. In the ABA, the Nets used a full-court press to upend the Nuggets for their second championship—and the league's last. Shortly after the playoffs, the NBA and a four-team remnant of the ABA agreed to merge.



Celtic Coach Tom Heinsohn steamed in arenas and ads



Dave Cowers left the Suns' Alvan Adams gaping in the NBA finals, then he left the Celtics gaping by taking a leave of absence



With David Thompson doing his stuff, Denver got off to a mile-high start that left its new rivals in the NBA feeling low down



Heady Sick Watts led the NBA in both steals and assists



Super fans helped the Suns rise very unexpectedly in the west



Two coups for Bob McAdoo leading the NBA scorers, then shuffling from Buffalo



Shunning litigation for negotiation, NBA Commissioner Larry O'Brien molded the merger ending his league's war with the ABA



The strength of Fiberglass has helped boost downhill speeds 15 mph. How much stronger would it make your product?

Barely 25 years ago, skis were still in the barrel stave and "ol' hick-ones" stage. Then, in the 50's, metal came on strong.

Today, most skis used by adults are made with fiberglass.* Its flexural strength and resilience cut ski chattering and improve edge control, helping racers to hit 70 mph!

Fiberglass reinforcement, added to plastic, can be engineered into a materials "system" with almost any desired characteristic.

Products like furniture and barge covers benefit from the same strength that improved skis.

Other products like business equipment and various components

for today's automobiles are better because they're more resistant to corrosion, more moldable, more durable, lighter, or less expensive.

Would a Fiberglass materials system make your product better? We'll help you find out. Write: N. B. Meeks, Owens-Corning Fiberglass Corp., Fiberglass Tower, Toledo, Ohio 43659.

*Fiberglass Reinforced Plastic (FRP) for reinforcement for plastics

Owens-Corning is Fiberglass



THE COLLEGES

Indiana of the Big Ten dominated the season from start to finish, opening with an 84-64 rout of defending champion UCLA and closing with an NCAA title-clinching 86-68 victory over Michigan. In between, the Hoosiers, who were led by Player of the Year Scott May at forward, 6' 11", 255-pound Center Kent Benson and muscular Guard Quinn Buckner, won all 30 of their games by an average of 17.2 points. Even in the NCAAs only Alabama gave the Hoosiers any trouble, before losing 74-69.



Led by tricky Rickie Green, Michigan joined Indiana in an all-Big Ten national final

A rapacious rebounder, Benson sometimes even snatched the ball from Hoosier star May







Even without John Wooden, Richard Washington led the Bruins to a 26-4 record



Virginia, sixth in the ACC's season, treated Carolina and the other league powers cavalierly in the postseason tournament

**Even when you're sweating from head to toe,
your feet will feel dry in Sportwick Socks.**



Car Shown Above B210 by Cars

A lot of sweat goes into winning a race. But you'll never feel it in our socks.

Because Sportwick Socks are knit with a patented process that directs the perspiration away from your feet and into the socks' outer layer. So Sportwick Socks never feel damp and dammy against

your skin. Which means your feet stay dry. Sportwick Socks by Interwoven. They won't hold perspiration against you.

Interwoven
Sportwick

PAF 43 250-075



Led by the likes of loggy Guard Mike Dabney, Rutgers was the unbeaten hotshot of the East until it lost twice in the NCAA Finals.

Americans have been using Motorola 2-way radios to find campsites for years.



It's a fact that the people who first put radio on wheels also made the first radio on wheels on the moon.

But it's not surprising.

Because Motorola makes more radios for police, firemen, taxis, and lunar rovers than anybody.

And now Motorola makes a 40-Channel CB radio that shares much more than a name with our professional 2-way radios.

The clean, uncluttered lines of the Motorola CB, for instance.

Features that many manufacturers leave on the outside of their sets (or don't offer at all) are built into a Motorola CB.

Gain control, noise limiting, audio compression, even a TV interference filter are built-in, fully automatic circuits that actually make communication better.

And operation easier.

A digital phase lock loop

synthesizer provides precise tuning (automatically, of course).

A professional-quality 3½-inch top-fire speaker gives the Motorola CB an audio quality that must be heard to be fully appreciated.

And every Motorola CB gives you the added advantage of a power mic that doesn't need batteries. That doesn't cost 50 bucks extra.

The Motorola 40-Channel CB radio.

We believe it's the most sensibly engineered CB radio on the market. We believe it will deliver years of service at a level of performance few could match.

Put a Motorola CB radio under your dash and you'll believe, too.



Motorola CB

From the voice of experience in 2-way radio.





GOLF

Only 22, Jerry Pate wedged him in among the immortals of his sport by becoming the youngest player this side of Jack Nicklaus to win the U.S. Open.



BAG OF SURPRISES

In a year of startling firsts, PGA rookie Pate provided the No. 1 stunner by winning the U.S. Open with a dramatic shot from the rough on the final hole. Johnny Miller won his first British Open, but needed a mighty surge on the last day to overtake 19-year-old Severiano Ballesteros, who was challenging for his first major victory. And Judy Rankin became the first woman to pick up \$100,000 in a year. The only unsurprising first was Nicklaus' No. 1 rank in earnings, a title he had taken seven times before.



Money kept pouring in for Nicklaus, who won \$295,435.





Watson, who put together one of his string of final rounds—this time a 66—burst out of the pack to win the British Open



Own a bottle.

It's worth the price
to have at least one thing in your life
that's absolutely perfect.
Tanqueray Gin, a singular experience.



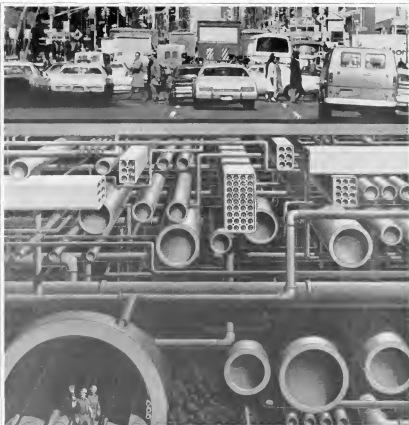
Great Scott, George C. used a patented swing at the Crosby.



Arnold Palmer pattered to 115th place on the money list

Rankin's accomplishments were nothing to shrug off. She won six LPGA tournaments and \$150,734, a record for a woman.





Some of the worst traffic jams you never see.

If you think city streets are becoming congested, you should see what's happening beneath them.

Communication cables under the streets get busier almost every day. They're carrying more and more telephone calls, computer data, TV signals—electronic traffic of all kinds.

In city after city, it seems the only way to keep up is to tear up the streets, and install more conduits for more cables.

Well, the people of ITT have come up with a different answer—optical fibers. Threads of ultrapure glass, almost as slender as a

human hair. Over these fibers, we can communicate by light—laser light.

ITT has pioneered a way to do this, practically and economically.

Eventually, we could replace today's underground cables with cables of optical fibers no thicker than an ordinary pencil—expanding capacity by carrying thousands of times more information in the same space.

We could end the congestion below our streets, without tearing them up to do it.

The best ideas are the ideas that help people. ITT



Spain's Ballesteros almost bushwhacked his British Open rivals, then, with Manuel Piñero, beat the U.S. in the World Cup



GALLERY

Niki Lauda was trapped and almost killed in the car engulfed by smoke and fire. Six weeks later he donned a flameproof mask (inset) and raced again.



WINNERS ALL

Unlike Lauda, whose comeback did not prevent him from losing his world driving title to James Hunt, other sportsmen tried mightily and did win big championships and major events. Unfortunately, many of their victories—bowler Earl Anthony's triumphs on the PBA tour, for example—went almost unnoticed, because the sports they participate in do not attract headlines. But as in the case of the caddie who closes this section, they more than pulled their weight during a grand year in sports.



Anthony became the first bowler to roll up more than \$110,000.



Rocky Aoki finished A-OK in the Bushmills offshore race



No hydro tyro, Bill Muncey won a record fifth national title



Because of rain, Johnny Rutherford won the Indy 250, not the 500



Scoring champion Mike French turned Cornell to the NCAA lacrosse crown



Texas Dolly Brunson was the big hitter at the poker World Series



Garry Scott was No. 1 until 19-year-old Jay Springsteen beat him.

Bill Rodgers beat a field of 2,000 in the New York City Marathon, which started on the Verrazano-Narrows Bridge and spanned the Big Apple's five boroughs.









THE END

MERIT

'Enriched Flavor' process 100mm cigarette with st

Only MERIT has the 'Enriched Flavor' process. A way of packing tobacco with extra flavor without the usual boost in tar.

MERIT created a whole new taste standard in low tar smoking.

Now that same taste science has produced a 100mm cigarette.

MERIT 100's.

Only 12 mg. tar.

Yet smokers actually like the taste of MERIT 100's as much as higher tar 100mm brands.



Kings: 9 mg. "tar," 0.7 mg. nicotine—
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Low 'Enriche

T100's

applied to new low tar
tasting success.

Test Data Conclusive

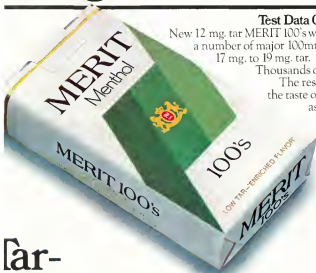
New 12 mg. tar MERIT 100's were taste-tested against a number of major 100mm brands ranging from 17 mg. to 19 mg. tar.

Thousands of smokers were tested.

The results: overall, they liked the taste of MERIT 100's as much as the higher tar 100mm brands tested.

The taste barrier for low tar smoking has been broken again. MERIT and MERIT MENTHOL. King Size and new 100's.

© Philip Morris Inc. 1977



tar-
l Flavor.'

**PURE QUALITY.
JUST LIKE ALWAYS.**

